

SHIPPED: 10-6-55, from East Paterson, N. J., by Merit Food Products, Inc.

LABEL IN PART: (Btl.) "Merit Pure Apple Juice Concentrate."

ACCOMPANYING LABELING: Pamphlets entitled "Tempting Apple Concentrate."

LIBELED: 2-28-56, N. Dist. Okla.

CHARGE: 502 (a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the article was effective as a detoxifier; that it was effective to prevent the basic cause of disease, the adverse effects of toxins in the body due to (1) disturbed metabolism, (2) the ingestion of decomposed foods, of foods containing deleterious chemicals, and of drugs, and (3) bacterial invasions of the body; and that it was effective to prevent aches and pains, irritability and general malaise, degenerative changes of the mucous membranes and connective tissues, symptoms resembling arthritis and rheumatism, blood disorders, and the premature emptying of the uterus.

DISPOSITION: 3-23-56. Default—destruction.

5029. Apple juice concentrate. (F. D. C. No. 38668. S. No. 14-067 M.)

QUANTITY: 45 1-qt. btls. at Little Rock, Ark.

SHIPPED: 5-18-55, from East Paterson, N. J., by Merit Food Co., Inc.

LABEL IN PART: (Btl.) "Diet-Wise Pure Apple Juice Concentrate * * *
Distributed By Diet-Wise Foods Company, 127 Prospect St. Passaic, N. J."

ACCOMPANYING LABELING: Pamphlets entitled "Tempting Apple Concentrate."

LIBELED: 11-9-55, E. Dist. Ark.

CHARGE: 502 (a)—the labeling accompanying the article, when shipped, contained false and misleading representations that the article was effective as a detoxifier; that it was effective to prevent the basic cause of disease, the adverse effects of toxins in the body due to (1) disturbed metabolism, (2) the ingestion of decomposed foods, of foods containing deleterious chemicals, and of drugs, and (3) bacterial invasions of the body; and that it was effective to prevent aches and pains, irritability and general malaise, degenerative changes of the mucous membranes and connective tissues, symptoms resembling arthritis and rheumatism, blood disorders, and the premature emptying of the uterus.

DISPOSITION: 12-19-55. Default—delivered to a charitable institution.

5030. Papay-O-Melon. (F. D. C. No. 38739. S. Nos. 21-236 M, 21-240 M.)

QUANTITY: 42 cases, 12 1-qt. btls. each, at Oklahoma City, Okla.

SHIPPED: Between 9-22-55 and 11-25-55, from St. Augustine, Fla., by Curtis-Sunny Isle Products.

LABEL IN PART: (Btl.) "A Curtis-Sunny Isle Product Homogenized Papay-O-Melon * * * Made from Fresh Ripe Papaya Melons Sugar Added * * * Vitamin Content A, in particular, seems to occur to the extent of 10,000 units to the pound of ripe fruit; B, 7,500 units; C, 7,500 units; G, 10,000 units. * * * Non-Fattening * * * blended scientifically * * * to retain all its essential qualifications and luscious flavor."

RESULTS OF INVESTIGATION: Examination showed that the article was a thick orange-red sirupy liquid containing a substantial amount of sugar, artificial flavor, and artificial color. The product did not have the taste of papaya but resembled in taste an imitation strawberry-flavored beverage.

LIBELED: 12-9-55, W. Dist. Okla.

CHARGE: 502 (a)—the labeling of the article, when shipped, contained false and misleading representations that it was effective in the treatment of gastric and intestinal disorders, stomach and bowel ailments, constipation, excessive gas, high gastric acidity, stomach and duodenal ulcers, colds, and obesity.

The article was alleged also to be misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

DISPOSITION: 1-13-56. Consent—claimed by Curtis-Sunny Isle Products and relabeled.

5031. Rich Burn Oil and Salcolan. (F. D. C. No. 38638. S. Nos. 4-596/7 M.)

QUANTITY: 6 1-pt. btl., 4 cartons, 12 4-oz. btl. each, 11 cartons, 12 2-oz. btl. each, 17 cartons, 12 1-oz. btl. each, 7 cartons, 12 ½-oz. btl. each, and 1 carton, containing 100 ⅛-oz. btl., of *Rich Burn Oil*, and 6 8-oz. btl. of *Salcolan*, at Eggertsville, N. Y.

SHIPPED: Between 1-1-54 and 6-20-55, from Columbia, Pa., by R & P Products, Inc.

LABEL IN PART: (Btl.) "Rich Burn Oil [or "Salcolan"] * * * Contains Cod Liver Oil, Caraway Oil, Olive Oil, Lanolin and Salol."

ACCOMPANYING LABELING: Leaflets entitled "Tested Proved Accepted Rich Oil" and pamphlets entitled "Instant Cooling Relief Rich Burn Oil."

LIBELED: 10-14-55, W. Dist. N. Y.,

CHARGE: 502 (a)—the labeling accompanying the articles, when shipped, contained false and misleading representations that each article was an adequate and effective treatment for all types of burns, scalds, abrasions, and sunburns.

DISPOSITION: 4-12-56. Default—destruction.

5032. Somel Part #1 (soap). (F. D. C. No. 38718. S. No. 1-677 M.)

QUANTITY: 679 bars at Hollywood, Fla., in possession of Albano Lemos, t/a Southern Research Laboratory.

SHIPPED: 6-28-55, from New York, N. Y.

LABEL IN PART: (Bar) "Somel Part #1."

ACCOMPANYING LABELING: Circulars entitled "Hair Free" and "Destroy Unwanted Hair Forever."

RESULTS OF INVESTIGATION: The accompanying labeling was printed in Hollywood, Fla., on the order of the consignee. Examination showed that the article consisted of soap medicated with approximately 2.4 percent resorcinol, 2.5 percent salicylic acid, and 3.5 percent sulfur.

LIBELED: On or about 12-6-55, S. Dist. Fla.

CHARGE: 502 (a)—while the article was held for sale, its accompanying labeling contained false and misleading representations that the article was capable of removing and destroying unwanted hair from the body forever and that, in combination with an ammonia-hydrogen peroxide mixture, it would assure the permanent destruction of unwanted hair; and 502 (e) (2)—when the article was shipped and while held for sale, the label failed to bear the common or usual name of each active ingredient.

DISPOSITION: 1-23-56. Default—destruction.

5033. Hair lotion and hair cream. (F. D. C. No. 38887. S. No. 31-697 M.)

QUANTITY: 798 kits, 1 4-oz. btl. of *hair lotion* and 1 1-oz. jar of *hair cream* each, at Chicago, Ill., in possession of Johannes Item, Inc.

SHIPPED: 9-12-55 and 10-7-55, from Annemasse, France.